1. (Currently Amended) A method for inserting targeted advertisements into a media delivery stream during broadcast media programming, comprising:

storing data ~~files representing a plurality of advertisements in a media delivery device~~ in a database, the data representing a plurality of advertisements in a media delivery device, wherein the stored advertisements are each identified as a type that is determined to appeal to one or more users of the media delivery device;

from the stored data, creating a record ~~in a data table~~ associated with each of the plurality of advertisements, the record ~~data table~~ including a plurality of classifications for each of the plurality of advertisements;

assigning a weighting to at least two classifications for each of the plurality of advertisements;

receiving a signal [[in]] at the media delivery device to insert a stored advertisement into the media delivery stream during broadcast media programming, wherein the signal to insert the stored advertisement is sent with the broadcast media programming, the signal including at least one classification of the plurality of classifications as provided in the record ~~data table~~;

searching the ~~data table~~ record for the stored advertisement having the at least one classification that is provided in the signal;

if the search by classification produces more than one stored advertisement, then selecting the stored advertisement to be inserted by comparing together each of the at least two classification[[s]] weightings in the ~~table~~ record for each of the stored advertisements that were produced by the search;

inserting the selected advertisement stored in the database into the media delivery stream; and

transmitting a request from the media delivery device to an external network through a telecommunications link to receive the plurality of advertisements for storage in the media delivery device.

2. (Original) The method for inserting targeted advertisements into a media delivery stream according to claim 1, wherein the advertisements are television commercials.

3. (Original) The method for inserting targeted advertisements into a media delivery stream according to claim 2, wherein the media delivery device is a set top box for receiving broadcast signals for a cable or satellite television network system.

4-6. (Cancelled)

7. (Currently Amended) The method for inserting targeted advertisements into a media delivery stream according to claim [[6]] 1, wherein the sub-classifications include at least two of:

> the identity of the advertiser,
>
> the types of broadcasts already broadcast during the television program,
>
> the time of the day of the week of the television program,
>
> a frequency by which each resulting commercial has been inserted,
>
> a price paid by an advertiser,
>
> a expiration date of an advertising contract, and
>
> a correlation between a product being advertised and the type of a television program being viewed.

8. (Previously Presented) The method for inserting targeted advertisements into a media delivery stream according to claim 3, wherein the plurality of stored advertisements are received by the media delivery device as encoded data files through the telecommunications link to an external database of advertisements.

9. (Currently Amended) The method for inserting targeted advertisements into a media delivery stream according to claim 1, further comprising the steps of:

> transmitting signals between the media delivery device and the external network indicating the one or more types of advertisements that appeal to users of the media delivery device.

10. (Currently Amended) The method for inserting targeted advertisements into a media delivery stream according to claim 1, further comprising the steps of:

after transmitting the request, receiving download signals from the broadcast media stream in the media delivery device to download the data files representing the advertisements for storage in the media delivery device, wherein, for each advertisement, the signals include a classification as provided in the ~~table~~ record for selecting an advertisement stored in the database for insertion into the media delivery stream; and

downloading the data files representing the advertisements having a classification as provided in the ~~table~~ record that matches a pre-stored classification in a list of classifications indicating the one or more types of advertisements that appeal to users of the media delivery device.

11. (Currently Amended) The method for inserting targeted advertisements into a media delivery stream according to claim10, wherein the weighted classifications in the record ~~table~~ include one or more of: sponsor name; type of product advertised; and relative pricing of product advertised~~; and location of sponsor~~.

12-20. (Cancelled)

21. (Withdrawn) A system for inserting television commercials stored locally in a television set top box into a media programming stream, comprising:

(a) a receiver for receiving broadcast media programming into the set top box;

(b) a commercials database for storing advertisements in the set top box;

(c) a commercials detector for detecting audio tones in broadcast media programming where one or more of the detected audio tones are substitution signals that indicate authorization for a local television station to insert locally stored advertisement into the media stream, wherein the locally stored advertisement which is inserted is determined based on the frequency that each of a plurality of advertisements stored in the set top box has been previously inserted, and wherein at least one advertisement among the plurality of stored advertisements which has not been frequently inserted is favored over the remaining plurality of stored advertisements; and

(d) switching logic to interrupt a television connected to the set top box from the media programming stream and to temporarily decode a television commercial stored in the

commercials database when a substitution signal is detected in the commercials detector.

22-23. (Cancelled)